

ISVs and their Offerings

Astute Systems

Focus Areas: Mobile Content Development and Global Publishing.

Applications: Games, Spiritual & Devotional Applications, Utility applications, Business & Financial, BSE Portfolio Tracker as well as Wallpapers, Ringtones, Videos and Themes. Developing IT products, games and applications for stock exchanges and for Corporates

Cellebrum

Focus areas: VAS solutions across platforms like SMS, IVRS, ASR, TTS, WAP, GPRS, USSD. Expertise in the fields of roaming solutions, call processing, protocols and specifications.

Applications: Developed and deployed product offerings on the IVRS platform using DTMF/ASR/TTS technology. The bouquet of services spans across the information, communication and entertainment domain and includes music, gaming, downloads and utility services. The product line includes background music, Pay-4-Me, select caller list, missed call alert, international call back, voice mail system, caller ring back tone. In addition to this SMS gateway, Web2Mobile SMS, SMS 6300, global number solution, roaming solutions are also currently being offered.

Elitecore

Focus areas: Billing solutions that can deliver FMC and data-voice convergence. Driving modularization of Crestel Convergent Billing platform to ensure greater flexibility to providers in solution choice.

Applications: 'Crestel', a convergent billing and customer care solution for wireline and wireless service providers; and 'EliteRADIUS', a real time authentication, authorization and accounting software.

Hellosoft

Focus areas: The company enables mass deployment of multi-mode wireline and

wireless devices by providing optimized RISC-based VoIP products with voice quality, QoS, and call switching y designed for next generation end-points.

Applications: Next generation multi-mode mobile handsets, PDAs, IP phones, and ATAs.

Infozech

Focus areas: Focuses on real time transaction processing in transaction critical applications.

Applications: Venturing into the personalized voice solutions space, complementing mobile enabled applications. Providing specialized Next Gen CRM, convergent billing solutions for broadband service providers and customer care solutions for packet-based, converged network environments.

Mars

Focus areas: ERP/CRM space includes consulting on packaged applications, development/support and infrastructure management services.

Applications: Voice and data networking (VoIP and unified communications) and business productivity improvement solutions using ERP and CRM packages.

mlogica

Focus areas: Mobile database applications, RFID, GPS, tracking systems, order processing and home-land security.

Applications: Emergency information systems, tracking system for hunting down terrorists and criminals using RFID and GPS, RFID and biometric based intelligence management systems, PDA solutions for healthcare organizations and security databases

Mobiapps

Focus areas: Terrestrial, satellite and hybrid technologies.

Applications: 'm1375 RF', optimal technology to develop integrated solutions for industrial communications;;

'm100', next generation satellite data communications transceiver designed for the OEM customers; 'm-Trak', fleet management solutions based on GPS/GSM technology, provides real time fleet information.

OnMobile

Focus Areas: VAS, mobile content distribution, one to one direct marketer on mobiles and m-commerce enabler.

Applications: The current suite of multimodal VAS offered include ring back tones, voice portal & WAP, corporate value added services, m-commerce services, media portals and interactive TV programming, in-call network solutions, and customer care—using speech recognition to automate routine call center interactions.

Roamware

Focus areas: Provides value-added voice and data roaming, and voice and messaging solutions.

Applications: Proprietary platform 'Roamware Service Delivery System', using open standards enables integration of multiple mobile applications. Apart from this other products include traffic redirection, signaling relay, optimizer product, virtual home environment, SMS VAS, enhanced messaging products, roaming gateway and network monitoring products.

Softtrends

Focus areas: Mobile device applications. Voice recorder that can be used by anyone, anytime, anywhere; and mobile business applications that help mobilize enterprise data.

Applications: PIM type applications for managing personal data, device applications for audio, video, files and other content sharing. Working on a complete suite of products for warehouse management, on demand messaging using Bluetooth and PVR type applications that support audio streaming.

ISVs of billing solutions are offering professional services, which enable product installation, configuration and management right from Greenfield operators to tier-1 service providers. As

the requirements of these two levels of providers differ, there are different segments of billing providers that serve these segments, particularly in their capability to deliver professional services.

Opportunities Galore

Undoubtedly, as the telecom industry is evolving with technology deployment happening across domain, convergence, in a true sense, would be